



PET PEEVES

Controlling Fleas And Ticks

(NAPSA)—Flea and tick control products can go a long way toward making your pet comfortable—and managing fleas and ticks properly does not always require a visit to the vet.

Still, experts say that too many consumers may not know how to use flea and tick products properly, which can put their dog's or cat's life in danger.

Fleas, the most common external parasite, reproduce at an alarming rate, with female fleas producing as many as 25,000 offspring per month. Flea infestation is an ongoing issue for dog owners, as it is extremely difficult to eradicate them. Ticks can carry several infectious diseases, including Lyme disease.

Keeping Pets Safe

Joel Adamson, senior vice president at Sergeant's Pet Care Products, says Sergeant's has launched the "Look at the Label" campaign to help pet owners find safe treatments for their four-footed friends. The initiative alerts consumers about the need to follow specific label directions for products.

A new over-the-counter product kills fleas and ticks faster than the leading vet brand and costs about 50 percent less.



When choosing a flea and tick product, Adamson says it's important to look for the following information on the label:

- Look for the dosage amount for the size and age of your pet. Products are specially formulated for pets based on weight.
- Be sure the formula you choose was made for the type of animal you own. Never use any flea and tick product intended for dogs on a cat and vice versa.
- Check the back label for active ingredients and warnings.
- Look for the manufacturer's contact information should you have questions or need help.
- Always carefully read and follow all label instructions.

"The misuse of flea and tick products is, unfortunately, fairly common and often harmful," Adamson says. "Taking the time

to read a product label can mean the difference between the life and illness or death of your pet."

Effective, Affordable Treatment

Adamson says Sergeant's new over-the-counter product, Sergeant's Gold Flea and Tick Squeeze-On for Dogs, kills fleas and ticks faster and costs about 50 percent less than the leading vet brand. The product is sold at grocery stores, chain drug and mass retailers nationwide.

"Pet owners have long felt that products marketed through veterinarians' offices offer efficacy that is unrivaled by consumer products," says Adamson. "But new over-the-counter products are incredibly effective and long lasting against fleas and ticks at a fraction of the cost."

Sergeant's Gold Flea and Tick Squeeze-On for Dogs has been shown to kill fleas and ticks in as little as one hour. Equally important, it helps control reinfestation for up to nine weeks.

To learn more about safely controlling fleas and ticks, visit www.sergeants.com.